

Welcome!

7 Ways that Empathy Can Grow Your Donor File

will begin shortly...while you are waiting check out NIOsummit.com



What: A conference to advance the future of fundraising

When: September 28-29

Where: Fort Worth, Texas

Tickets: NIOsummit.com



7 Ways that Empathy Can Grow Your Donor File

A Few Quick Things

- **Thank you! We are delighted that have made time to join us today**
- **A video recording will be made available**
- **Also, links to all of the experiments and additional resources will be sent**
- **We want your questions!**

Nonprofit Innovation & Optimization Summit



What: A conference to advance the future of fundraising

When: September 28-29

Where: Fort Worth, Texas

Tickets: NIOSummit.com

Top Thought Leaders and Practitioners



Marcus Sheridan

Professional Speaker & Founder at
The Sales Lion



Matt Bailey

Internet Marketing Speaker,
Consultant & Best-Selling Author



**Mackenzie (Mack)
Fogelson**

Founder & CEO at Genuinely



Tim Kachuriak

Chief Innovation & Optimization
Officer at NextAfter



David DeMambro

Principal Inbound Marketing
Specialist at HubSpot



Jon Lewis

Senior Manager of Direct Response
at Hillsdale College



Flint McLaughlin

Managing Director at MECLABS



Michael Aagaard

Senior Conversion Optimizer at
Unbounce



Lee J. Colan, Ph.D.

Author, Speaker & Executive Coach
at The L Group, Inc.



Amy Harrison

Copywriter, Consultant & Speaker at
Write With Influence



Amanda Mark

ePhilanthropy Director at
Caringbridge



Mark Santiago

Online Marketing Supervisor at
Jewish Voice Ministries
International

Nonprofit Innovation and Optimization Summit



Tickets: ~~\$1295~~

**Last Chance to Save:
\$1095**

Nonprofit Innovation and Optimization Summit



~~Tickets: \$1295~~

~~Last Chance to Save:
\$1095~~

Your ticket: \$995
(valid for one week)

Discount Code: EMPATHY

www.NIOSummit.com

It's Been an Interesting 24 Hours...



Today's Speaker



Brian Carroll

- Former *Chief Evangelist* for MECLABS
- Author of *Lead Generation for the Complex Sale*

 @brianjcarroll



7 Ways that Empathy Can Grow Your Donor File

Brian Carroll
@brianjcarroll

The Problem



The Problem



It begins with empathy

Sharing another's feeling and thoughts



Empathy is the marketer's intuition.

Case Study: Empathic Marketing

The image shows a screenshot of the CFS2 website. At the top, the logo 'CFS2' is displayed in white on a blue background, with the tagline 'Helping consumers achieve financial recovery' to its right. A 'login' button and a link to 'Access your account' are also visible. On the far right, there is a 'Ready for help?' section with a link to 'Click here to get started'. Below the header is a navigation menu with links for 'Home', 'Our Free Services', 'Know Your Rights', 'About CFS2', 'FAQ', 'Testimonials', 'Press', 'Resource Center', and 'Contact Us'. The main content area features a large blue banner with the text 'A FRESH START' in a bold, handwritten-style font. Below this, it says 'Life happens. Our professionals and services will get you back on track. All free. No strings attached.' Underneath the banner is a video player. The video frame shows a man in a suit and tie, identified as being 'As seen on CBS News'. To the right of the video frame is a large, smooth, light-colored stone with the word 'Hope' engraved on it. The video player includes a 'click to watch' button and the CBS eye logo.

[Watch the video](#)

@brianjcarroll



Karen Thomas-Smith

Vice President, Provider Marketing
and Reference Management
Optum



Wendy Wise
@wndywise

 Follow

"If I had more time I'd write a shorter letter" tips
to "nuggify" content marketing at [#Sherpa16](#)
with Karen Thomas-Smith from [@Optum](#)

LIKES

3



4:11 PM - 22 Feb 2016



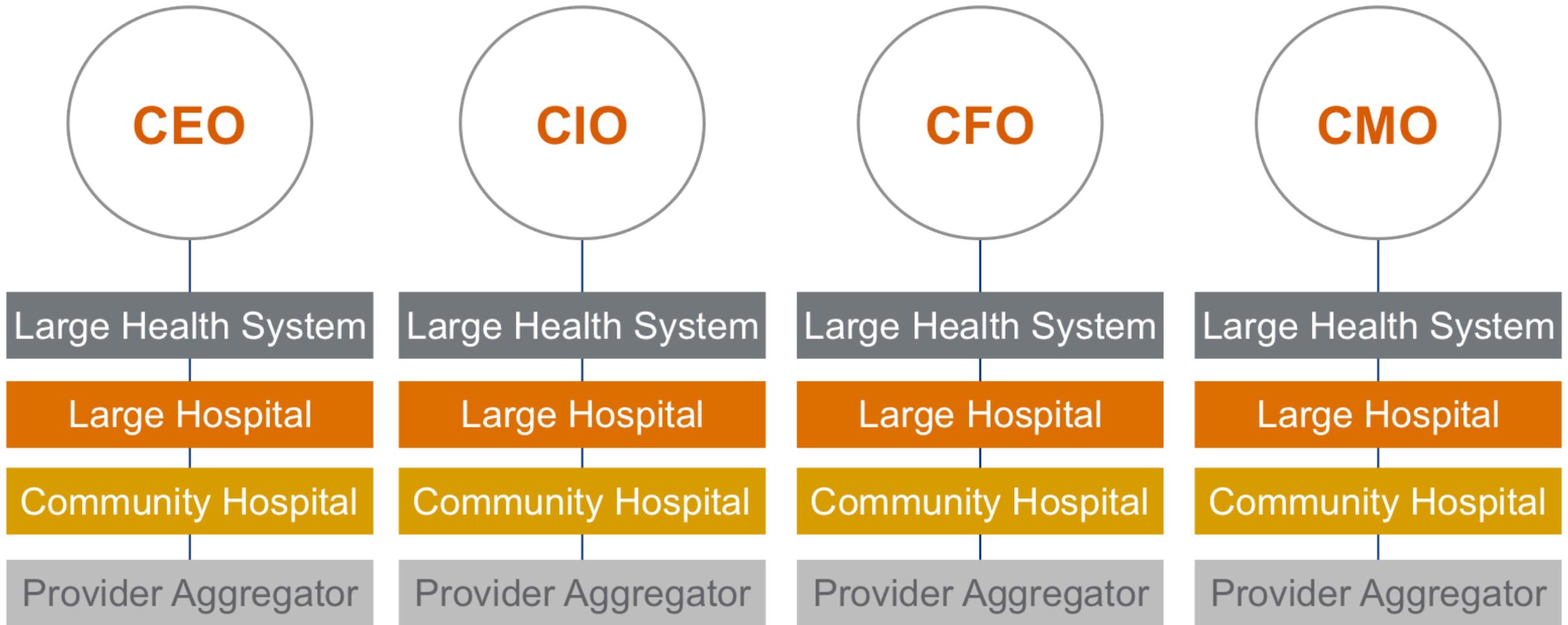
Results to-date

- An integrated campaign that has generated over **12,000,000 impressions**
- More than **10,000 downloads** of gated content
- Results that have **surpassed the team's goals by 250%**
- Over **\$120 million in sales pipeline creation** to date

1) Put your customers first

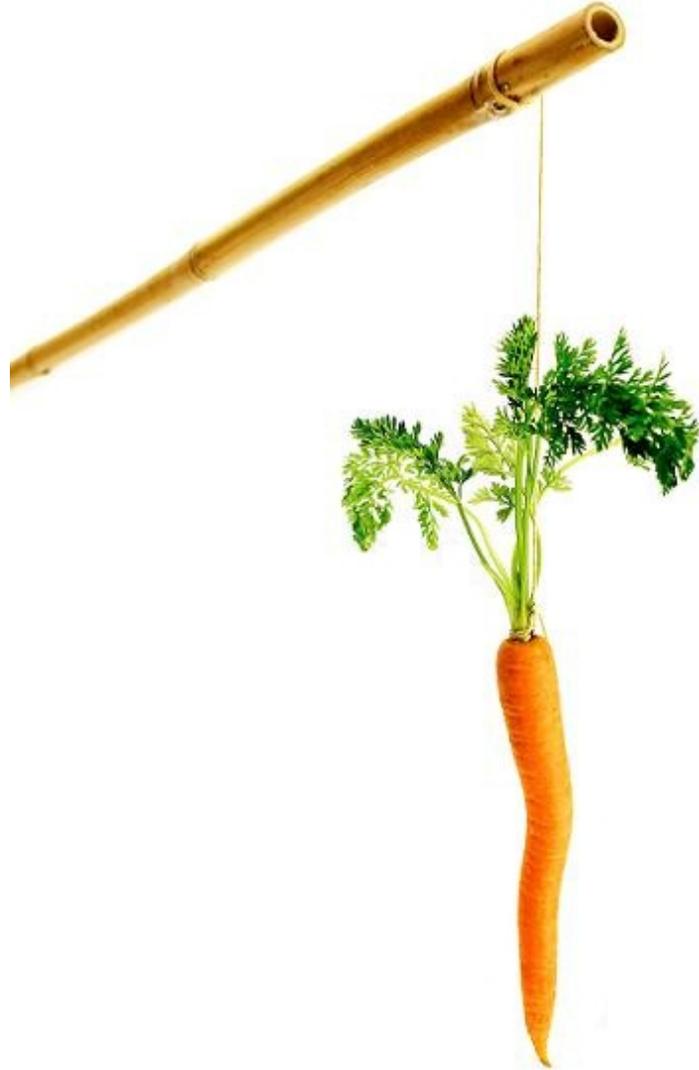
Instead of trying to sound interesting to others, be interested in them.





2) Understand their motivation

What are the steps they need take to say “yes”?



Perspectives from the C-Suite



A guide to connecting with decision-makers as they navigate the challenges of reform.

Using new proprietary research on the views of more than 250 C-Suite decision-makers, Optum has identified sixteen segments with unique perspectives.

These profiles will help you:

- Understand how key decision-makers view their role
- Recognize the pressure points within their type of organization
- Identify key goals and issues as they navigate reform
- Communicate effectively with relevant messages and materials

Attached you'll find a sample of four of these segments. The final group of sixteen will be in your hands shortly.

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CMO Physician leadership to support new populations.

CFO Maximize value to support new populations.

CIO Integration to support new populations.

CEO Transformation to support new populations.

Large Hospital



"Health reform is here, and we've got to transform without losing control. As a large hospital we face many challenges as we transition including preparing to meet the needs of new patient populations. I put a great deal of trust and responsibility in my colleagues and expect them to make sound recommendations. I make the final call."

My Goals

- Financial Stability
- Managing Reform
- New reimbursement models

Our Key Issues

- Reducing operating costs to accommodate cuts from payers and cuts in government spending
- Managing uncertainty caused by health reform, payer consolidation, and fiscal constraints
- Facilitating physician alignment and integration into leadership roles

OPTUM
Good for the system.™

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CIO Transformation to support new populations.

Physician Aggregator



"Health reform is here, and we've got to transform without losing control. As a large hospital we face many challenges as we transition including preparing to meet the needs of new patient populations. I put a great deal of trust and responsibility in my colleagues and expect them to make sound recommendations. I make the final call."

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Good for the system.™

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CFO Maximize value to support new populations.

Community Hospital



"Health reform is here, and it is critical that we maximize value in every facet of the organization to support it. As a large hospital we face many challenges as we transform, including negotiating contracts, financing system upgrades, and revising our billing systems to respond to these new patient populations. I am constantly investigating new ways to manage costs, maximize value, and maintain stability. I review any recommendations on partners to ensure they are fiscally strategic."

My Goals

- Financial stability
- Revenue models
- New reimbursement models

Our Key Issues

- Reform laws
- Emphasis on quality
- Cash flow

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Good for the system.™

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CMO Physician leadership to support new populations.

Large Health System



"Health reform is changing the way we deliver care, and it is critical that physicians have a leadership role in re-shaping our organization. As a large hospital we face many challenges as we transform, including preparing to comprehensively care for new patient populations while we adjust to shifting revenue models. We actively seek new ways to be a voice at the table, focusing on physician alignment, and responding to financial considerations. I am a critical influencer in every aspect of our decision-making."

My Goals

- Financial stability
- Information technology
- Managing risk and reform

Our Key Issues

- Pressures on cost reduction
- Declining reimbursement
- Improved clinical outcomes and patient safety
- Maintaining focus on daily issues of quality, safety, and customer services

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Good for the system.™

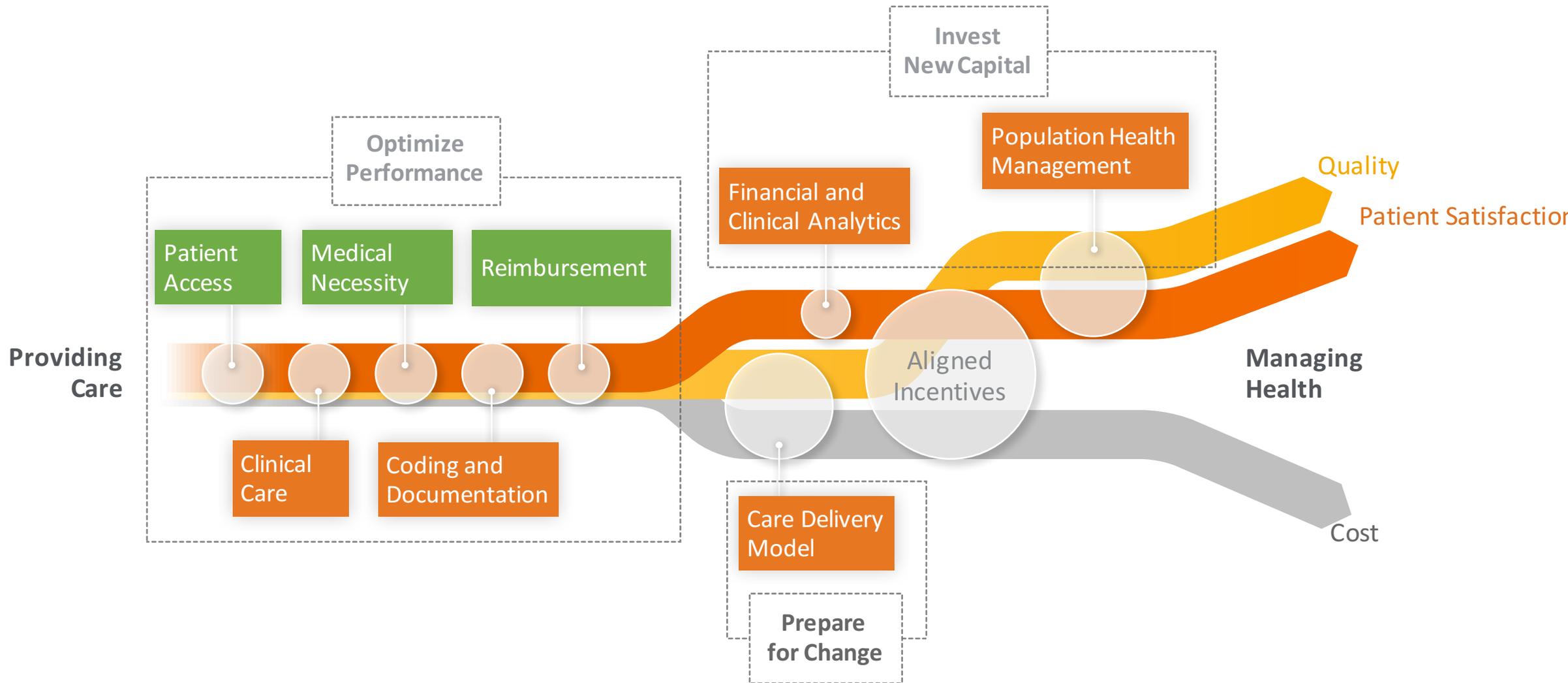
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3) Stop pushing, start conversing

Develop conversations, not campaigns.



Navigating the journey from providing care to managing health



4) Focus on helping, not selling

The best marketing feels like helping (because it is)



Client learning and relationships



SHARE
STRATEGIC HEALTHCARE ADVOCACY REFERENCE EXCHANGE

Chapter 4: The power of Optum One



Chapter 3: Data changes everything

Chapter 4: The power of Optum One

Chapter 1: Quality improvement

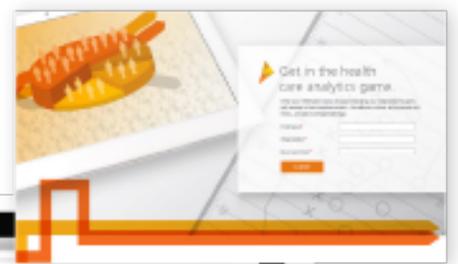
5) Give content they'll want to share

It's all about their relationships



Reimagining content

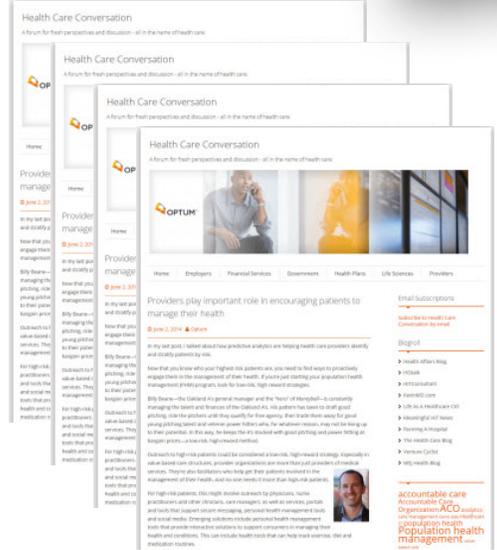
Landing Pages



Email Templates



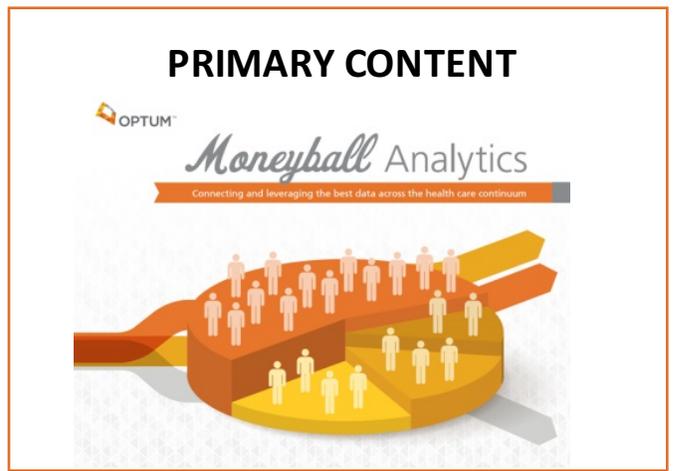
Blog Series



Optum.com/PURL



SUPPLEMENTAL CONTENT



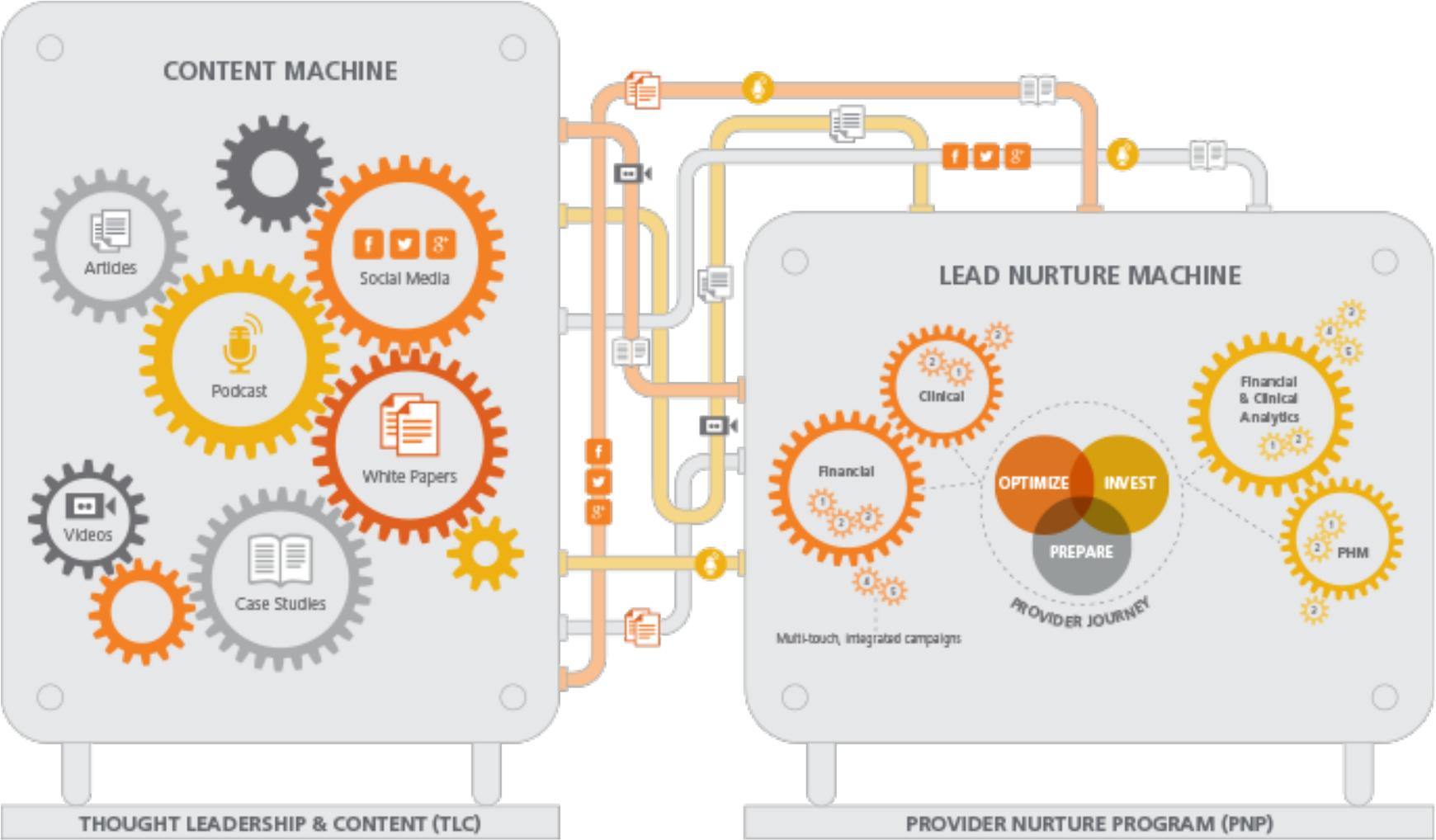
Banner Ads



Tweets

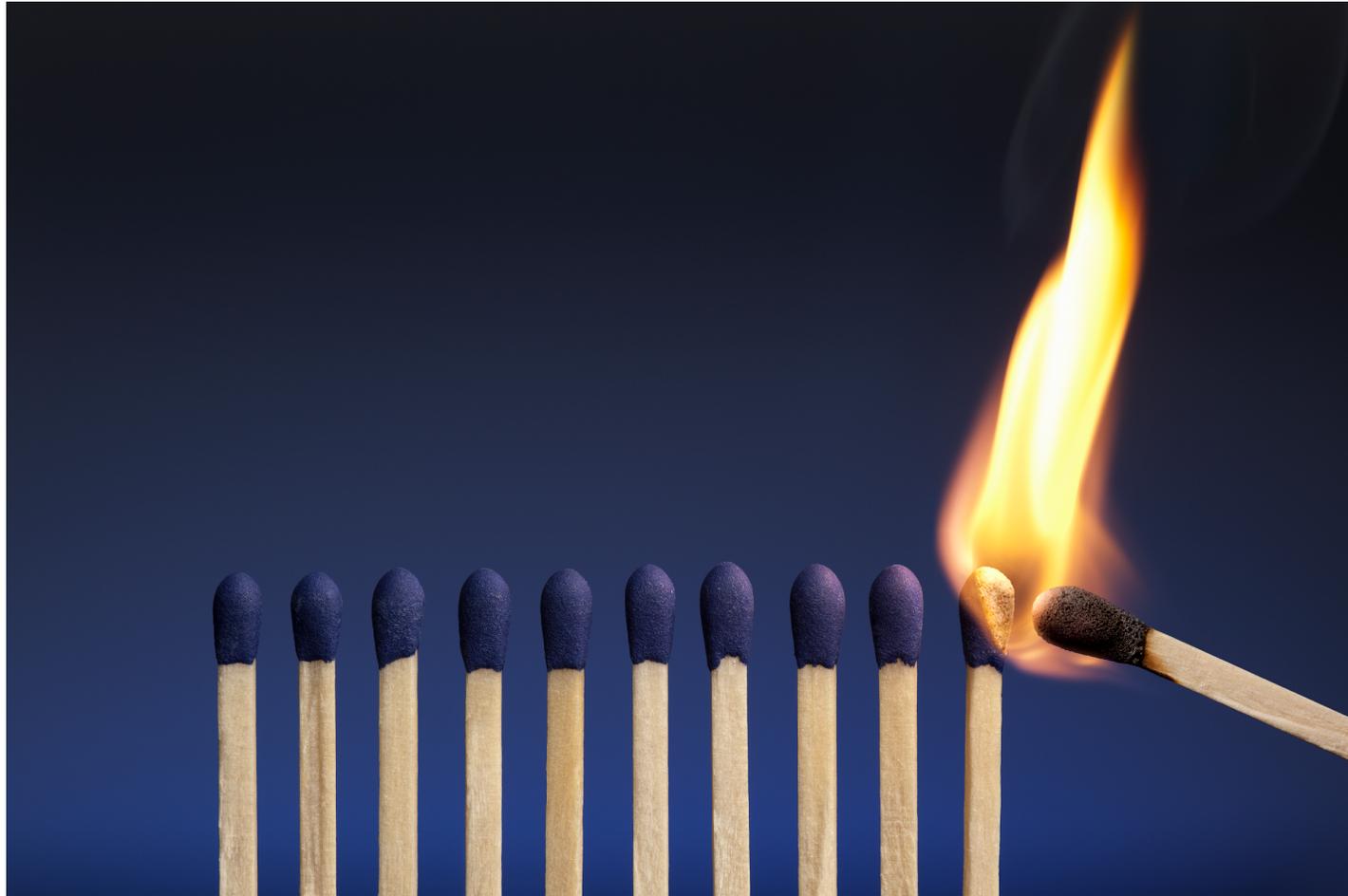


Content machine

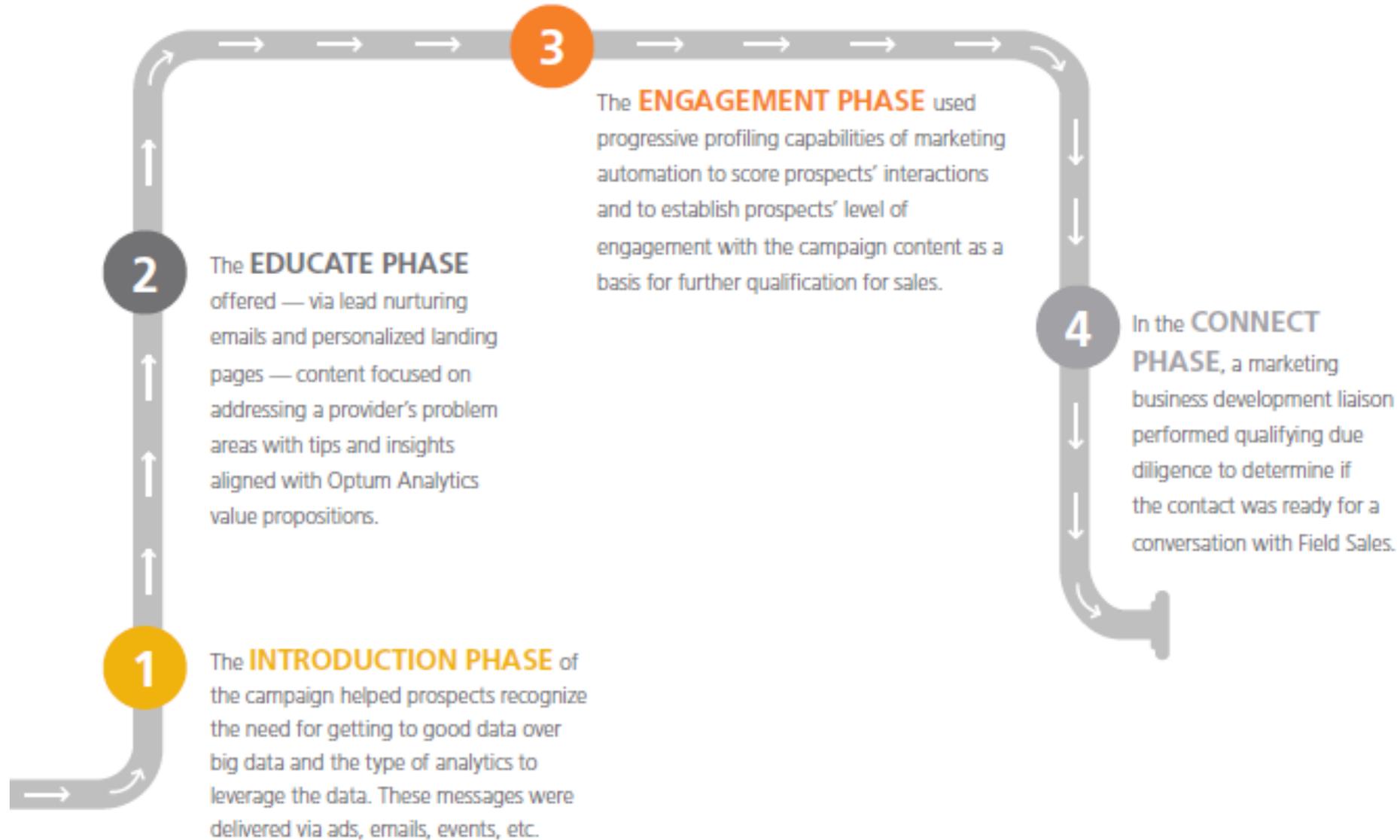


6) Remember that proximity is influence

Empower those closest to your customer achieve this



Connecting Lead Gen/Sales



7) Practice empathy

Be the change you want to see



7) Practice empathy

Be the change you want to see



When organizations allow a deep emotional understanding of people's needs to inspire them—and transform their work, their teams and even their organization at large—they unlock the creative capacity for innovation.

~ IDEO's Empathy On The Edge



Takeaways

- Empathy is your marketing intuition.
- Companies can be high-customer or high-self. Be high-customer.
- People don't want to be marketed “to,” people want to be communicated “with.”
- People don't buy from companies, people buy from people.



Applying Empathy Marketing to Fundraising



How a more empathetic messaging approach in an email solicitation affects donation conversion.

Experiment #616

Experiment: Background



Experiment ID: #616

Record Location: NextAfter Digital Research Library

Research Partner: The Heritage Foundation

Background: Think-tank soliciting year-end donations to meet annual fundraising goal.

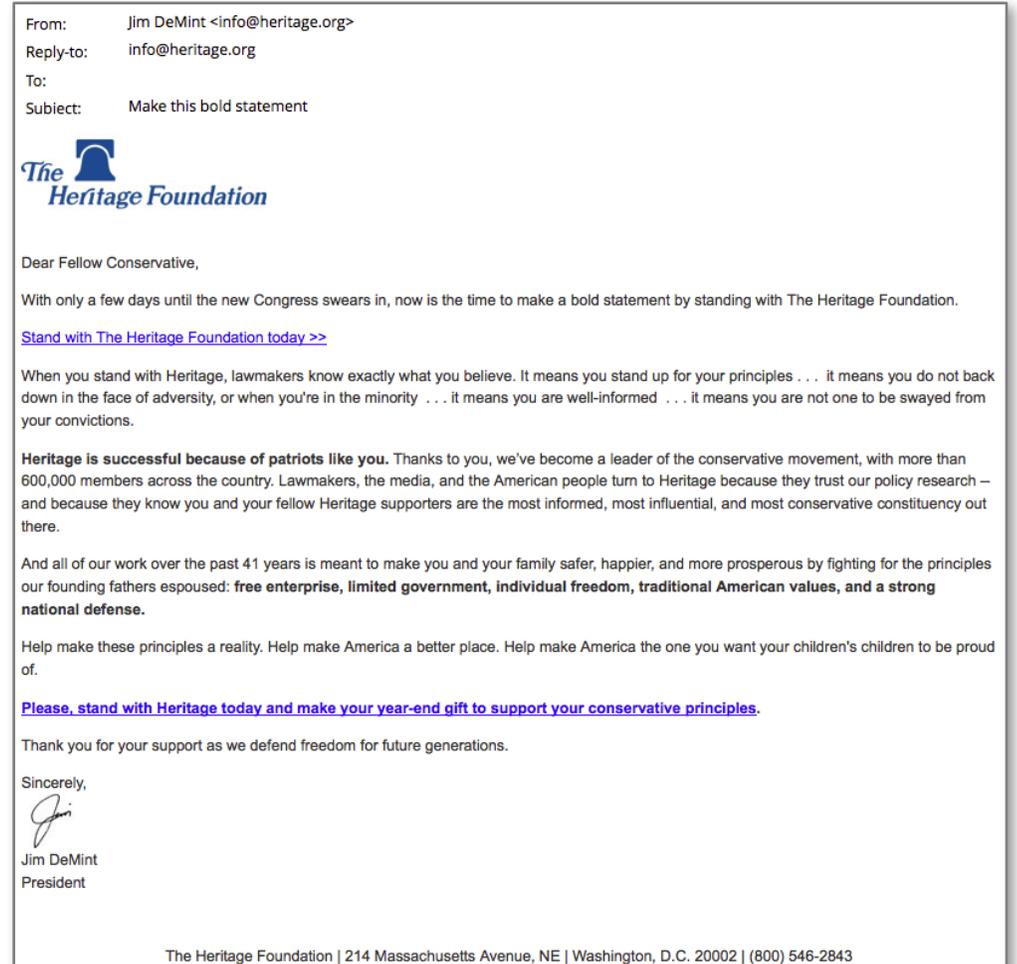
Goal: To increase donations.

Research Question: Which email will generate the most revenue?

Test Design: A/B split test

Experiment: Version A

- This email was sent by Jim DeMint, the president and most well-known leader of the Heritage Foundation, asking recipients for their support with a year-end gift
- Version A leverages continuity, as all support requests throughout the year have come from DeMint
- The tone of the email is formal and professional



Experiment: Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty
Director of Membership
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

- The email was sent by Christie Fogarty, the foundation's lesser known Director of Membership, requesting donations
- Version B breaks continuity, as all support requests throughout the year have come from the president of the nonprofit
- The email uses a much friendlier, informal, empathetic tone

Experiment: Side-by-side comparison

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

Heritage is successful because of patriots like you. Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in



136.2% increase in conv. rate

103.5% increase in average gift

380.7% increase in revenue

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



Audience Question:

Which email will result in more donations?

Power of Personalization



380.7% increase in revenue

Version	Rev. / Email	Relative Diff	Stat Confidence
C: Jim DeMint Sender	\$0.03		
T1: New Sender	\$0.14	380.7%	100.0%

Key Learning:



People give to people, not email machines. The more that a solicitation can “feel” like a genuine one-to-one communication, the greater the potential for increased response.

Experiment

Version A

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To:
Subject: Make this bold statement



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Thank you for your support as we defend freedom for future generations.

Sincerely,

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



Why didn't the more formal letter sent by the well-known organization president produce better results?

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty
Director of Membership
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

Experiment

Why didn't the more formal letter sent by the well-known organization president produce better results?

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement


Date: 12/15/2014
With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for the principles you do stand down in the face of adversity, or when you're in the minority. It means you stand up for your convictions.

Heritage is successful because of patriots like you. Thanks to you, we've been able to move the conservative movement forward with more than 600,000 members across the country. Lawmakers, the media, and the American people look to Heritage because they trust our policy research — and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,

Jim DeMint
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

Version B

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

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All my best,
Christie Fogarty
Director of Membership
The Heritage Foundation

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The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

What you can take away from this case study:

This case study illustrates three ways you can use empathy in your email appeals:

- 1. Believability*
- 2. Readability*
- 3. Clarity*

I. Ensure that your message is believable.

I. Believability

Version A

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Reply-to: info@heritage.org
To:
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Heritage is successful because of patriots like you. Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the years has been to help make America a safer, happier, and more prosperous by fighting for the principles of individual freedom, traditional American values, and a strong national defense.

Help make these principles of yours a reality. Please, stand with Heritage today. [Support your conservative principles.](#)

[Please, stand with Heritage today.](#)

Thank you for your support.

Sincerely,



Jim DeMint
President

Sincerely,



Jim DeMint
President

The

Heritage Foundation | Washington, D.C. 20002 | (800) 546-2843

- The use of a well-known, high-ranking sender with a long-form letter implies a mass, impersonal email send.

I. Believability

- The winning email hypothesized (and confirmed) that a lesser-known sender with a shorter, briefer message would imply a more believable, personal email send.

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Version B

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

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Director of Membership
The Heritage Foundation

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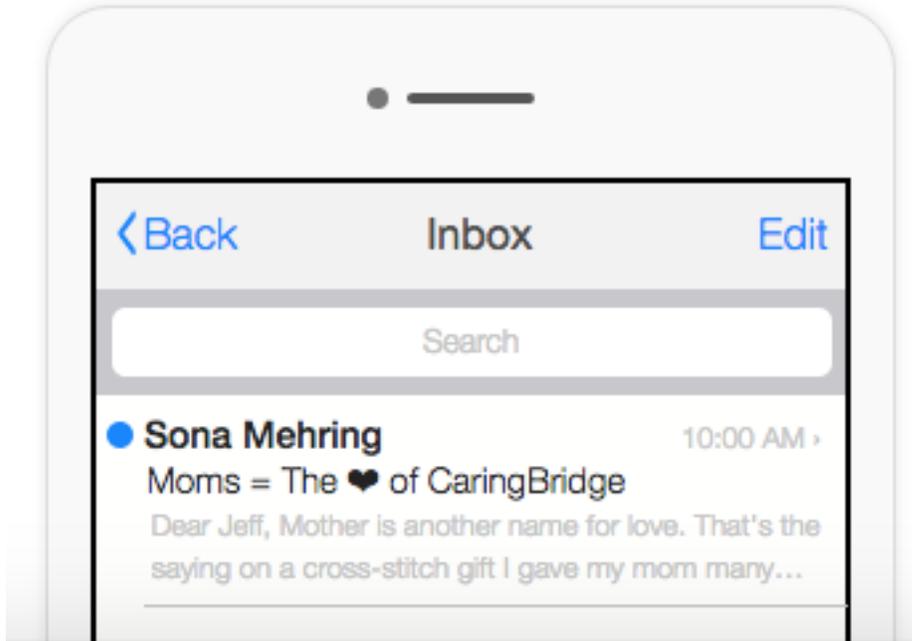
The Heritage Foundation | 214 Massachusetts Avenue, NE | Washir

All my best,

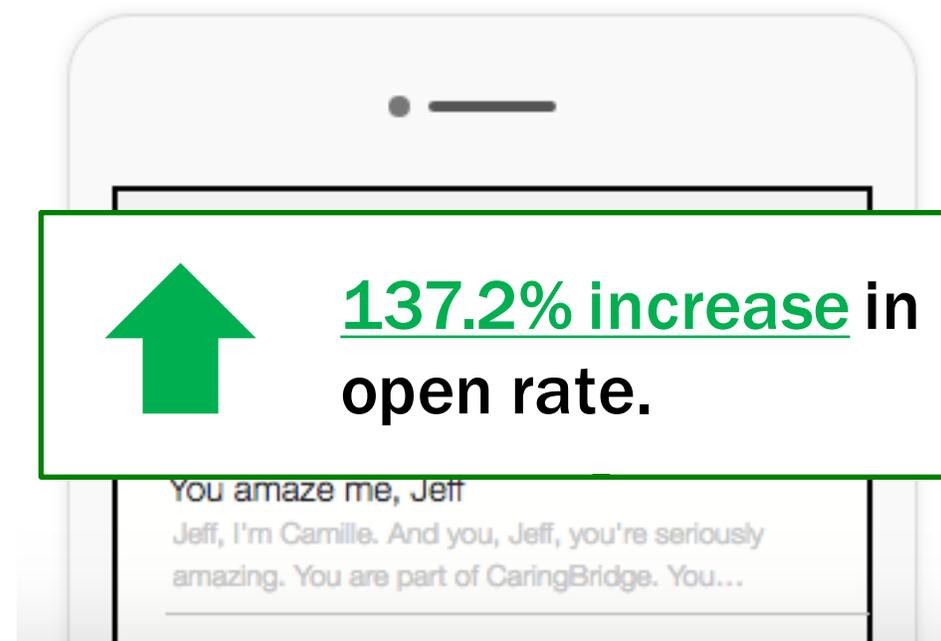
Christie Fogarty
Director of Membership
The Heritage Foundation

Message Envelope Experiment

Control



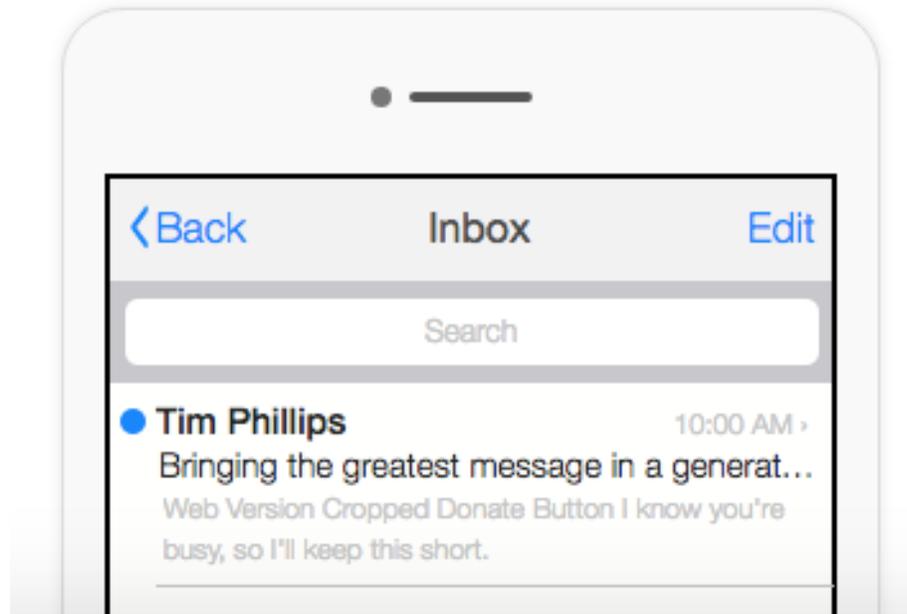
Treatment



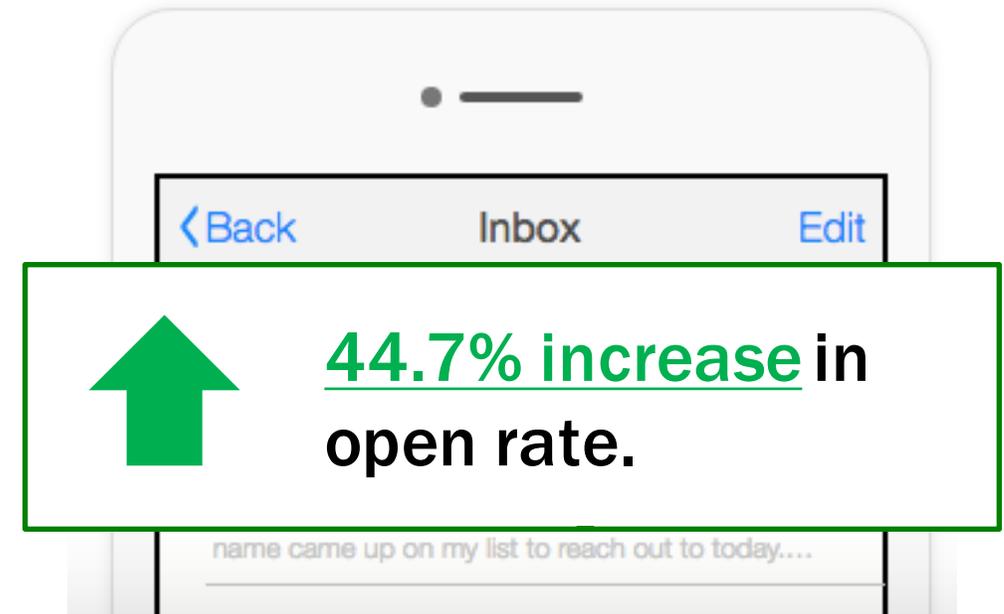
Experiment ID: #4307

Subject Line Experiment

Control



Treatment



Experiment ID: #4116

Email Design Experiment

Control

<< Test First Name >>,

God has primarily chosen to reach people through people. The Bible says in Romans, "How can they hear about Him unless someone tells them?" You and I are called and commissioned to tell them.

But here's what I want people to understand: **sharing the gospel is not a duty to be dreaded—it is a privilege to be enjoyed.** In fact, leading someone to Jesus is about the greatest joy there is, this side of heaven.

Let me help you get excited about sharing your faith. My book *Tell Someone* will be sent to you in thanks for a [donation of any amount](#) to Harvest Ministries this month. If you already have a copy, I challenge you to give one to a friend.

Included with *Tell Someone* is a bonus DVD of a message I recently gave called "Evangelism, Jesus Style." Let's experience the joy of sharing Jesus with others!



Greg

Treatment 1 – “Urgency”

<< Test First Name >>,

God has primarily chosen to reach people through people. The Bible says in Romans, "How can they hear about Him unless someone tells them?" You and I are called and commissioned to tell them.

But, I wanted to be sure you took advantage of this offer before we no longer offer it. This offer is only available through the end of the month.

Included with *Tell Someone* is a bonus DVD of a message I recently gave called "Evangelism, Jesus Style." Let's experience the joy of sharing Jesus with others!

Time is running out, [get this resource now](#) before it's too late.



Greg

 **36.3% increase in conversion rate.**
*90% LoC

Treatment 2 – “Outlook”

Hi courtney,

I hope this finds you well.

I'm sure you have come to realize this by now, but one of my biggest passions in life is to see people come to know Jesus Christ as their Lord and Savior.

I love how God has primarily chosen to reach people through people to do this work. The Bible says in Romans, "How can they hear about Him unless someone tells them?" You and I are called and commissioned to tell people about Christ.

 **116.3% increase in conversion rate.**

Experiment ID: #4647

**II. Ensure that your message is
readable.**

II. Readability

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement

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Dear Fellow Conservative,

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our founding fathers espoused: free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

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[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Sincerely,

Jim DeMint
President

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- The losing email uses a tone that reads very much like a formal lecture.
- This might make sense in other marketing materials, but seems out of place in a “personal” email.

II. Readability

- The winning email, however, takes a tone that matches more closely to the expectation of the medium.
- In fact, it was designed to read like a conversation and is true to the style of the actual sender.

Version B

From: Christie Fogarty <info@heritage.org>

Subject: Checking in

Hey there,

Contribute towards Heritage's million dollar goal by the December 31 deadline.

Conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

I wanted to check in

Thanks for your support, and have a very happy new year.

All my best

Thanks for your support, and have a very happy new year.

All my best,

so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

How personal tone affects open rate



Dear %%First Name%%,

DONATE

Americans for Prosperity is reforming America and loving it. *Quite frankly, AFP is like no other group.* State by state we are winning grassroots policy battles. From stopping gas tax hikes to stopping the government from taxing small, internet-based businesses.

change the hearts and minds of local, state and federal law makers.

It's hard to deny that we are bringing the greatest message of opportunity and responsibility in a generation. *AFP is here for the long haul, not just the election cycle.*

We are Torchbearers, lighting the brushfire of economic freedom for all. Fighting to create a better, more prosperous society for generations to come.

%%First Name%%, your fight and your trusted donation is what keeps AFP going and winning!

I hope that you will continue your commitment to Americans for Prosperity and to the fight, by becoming a *Torchbearer* TODAY!



coming, we must continue to reason and educate citizens all across the country. Become an Americans for Prosperity [Torchbearer](#) today.

This email was sent to: %%emailaddr%%
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Americans For Prosperity 1310 N. Courthouse Road, Suite 700
Arlington, VA 22201
[Update Profile and Subscription Preferences](#) | [One-Click Unsubscribe](#)



Dear %%First Name%%,

Your name came up on my list to reach out to today. You're one of our most principled supporters-I know I can count on you to help fight important policy battles against gas tax hikes, internet taxes, and much more.

principles, even in an election cycle where many candidates outright ignore them. This is a long game, not a short battle.

I know you feel the same way. And I'd like to invite you into an elite, principled group: the *Torchbearers*.

With the monthly support of these *Torchbearers*, we ensure that your Congressman feels your support of opportunity and economic freedom every single day. And *Torchbearers* stand as the protectors of the free market, teaching the principles to young people wooed by the impossible promises of socialism.

Please let me know if you have any questions about this program. I'd be honored if you joined us.

<https://americansforprosperity.org/torchbearers/>

President & Grassroots Activist
Americans for Prosperity

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Experiment ID: #1039

Messaging Tone Experiment

Web Version



Dear %%First Name%%,

I know you're busy, so I'll keep this short.

Americans for Prosperity is reforming America and loving it. Quite frankly, AFP is like no other group. State by state we are winning grassroots policy battles. From stopping gas tax hikes to stopping the government from taxing small, internet-based businesses.

How does Americans for Prosperity rack up victories like these? Not without you and 2.8 million other freedom loving Americans.

With a grassroots army like this, you can't help but have impressive numbers.

5.8 million calls made already in 2016
2.8 million activists ready to make a difference
765,000 doors knocked already in 2016
35 state chapters

It's stats like these that give Americans for Prosperity the credibility to say we have the strongest grassroots army in the country and reach to change the hearts and minds of local, state and federal law makers.

It's hard to deny that we are bringing the greatest message of opportunity and responsibility in a generation. AFP is here for the long haul, not just the election cycle.

We are Torchbearers, lighting the brushfire of economic freedom for all. Fighting to create a better, more prosperous society for generations to come.

%%First Name%%, your fight and your trusted donation is what keeps AFP going and winning!

Your grit and determination to help us keep battling for the future of our country is truly humbling.

I hope that you will continue your commitment to Americans for Prosperity and to the fight, by becoming a [Torchbearer](#) TODAY!



Forever grateful,

Tim Phillips

Tim Phillips
President & Grassroots Activist
Americans for Prosperity

P.S. Don't forget, in order to keep the state and federal policy victories coming, we must continue to reach and educate citizens all across the country. Become an Americans for Prosperity [Torchbearer](#) today.

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Dear %%First Name%%,

I hope you and your family are well.

Your name came up on my list to reach out to today. You're one of our most principled supporters-I know I can count on you to help fight important policy battles against gas tax hikes, internet taxes, and much more.

We've been working hard for you. So far, our activists have made 5.8 million calls on your behalf. Our activists have also knocked on 765,000 doors to make sure that your principles are represented.



**91.3% increase in
clickthrough rate.**

Please let me know if you have any questions about this program. I'd be honored if you joined us.

Forever grateful,

Tim Phillips

Tim Phillips
President & Grassroots Activist
Americans for Prosperity

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Experiment ID: #4117

III. Ensure that your message is clear.

III. Clarity

Version A

From: Jim DeMint <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

Heritage is successful because of patriots like you. Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

President

[Stand with The Heritage Foundation today >>](#)

- The losing email asks donors to blindly give without establishing how donations will be used.
- In addition, the calls-to-action either omit the desired action or make it easily missed by placing it in the middle of a long sentence.

III. Clarity

- The winning email, however, walks through why donations are needed and how they will be used.
- In addition, the call-to-action is very clear and direct.

Version B

From: Christie Fogarty <info@heritage.org>
Reply-to: info@heritage.org
To:
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty

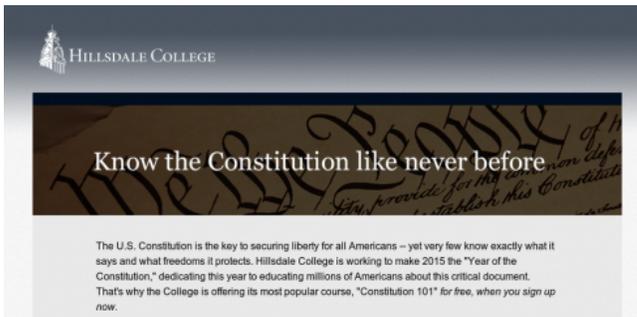
Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

[You can make your year-end contribution here.](#)

Headline and Header Experiment

Control



Treatment 1



Treatment 2



6.6% increase
in conversion rate



9.2% increase
in conversion rate

Experiment ID: #2684

Clarity in Headline Experiment

Control

Maximize with our Match ×

Honor Levi with your donation to CaringBridge today, which will be matched up to \$15,000, thanks to a generous donor.



Hope. Healing. You.

Double My Gift Close

Treatment

Make a Tribute and We'll Double Your Gift ×

Honor Levi with your donation to CaringBridge today, which will be matched up to \$15,000, thanks to a generous donor.

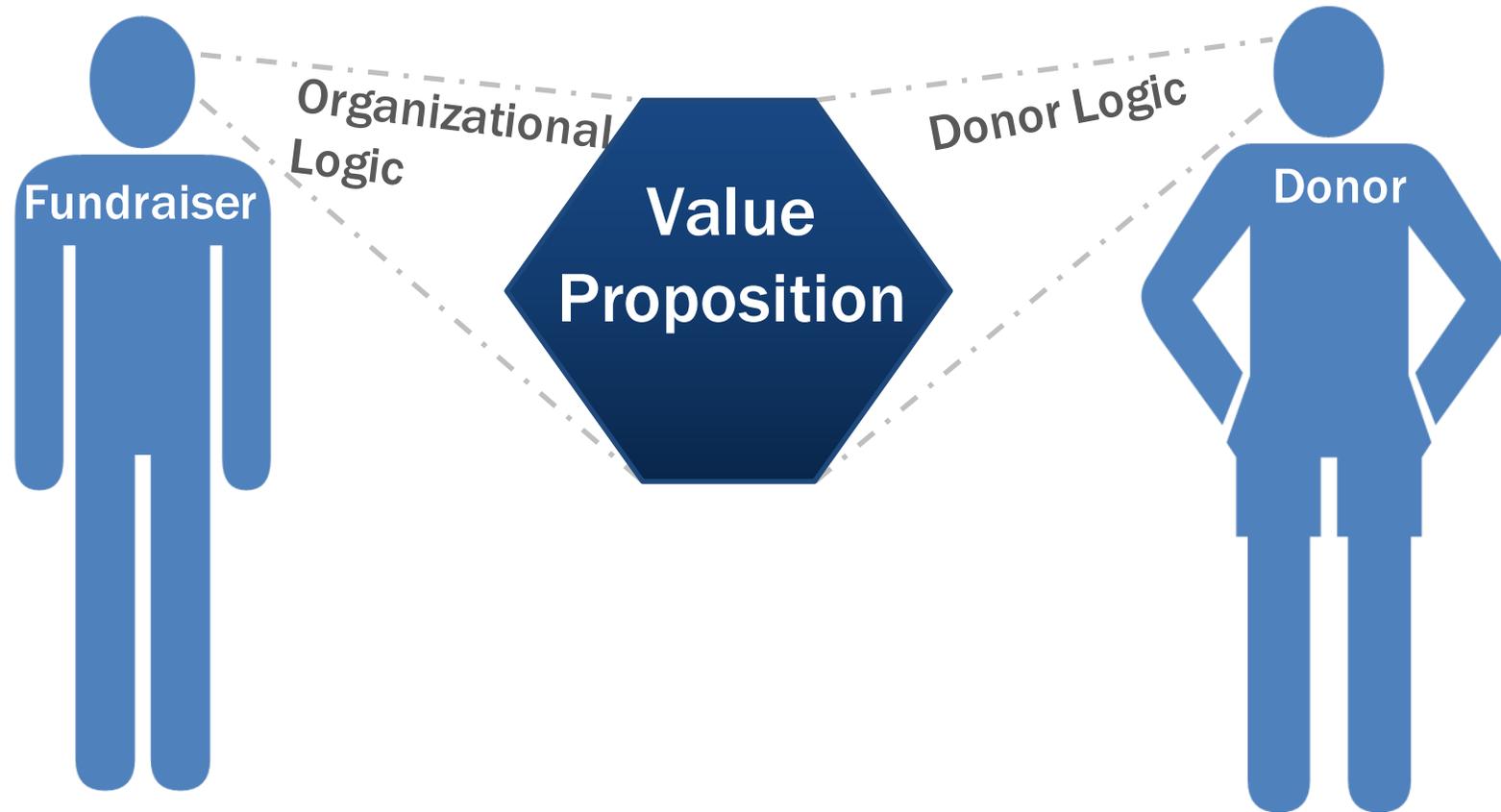


36.7% increase
in Donations

Double My Gift Close

Experiment ID: #1039

DONOR LOGIC VS. ORGANIZATIONAL LOGIC



The Donor's Protest (a Problem)



- I. I am not a target; I am a person: Don't market to me, communicate with me.
- II. Don't wear out my name, and don't call me "friend," until we know each other.
- III. When you say "give now," I hear "hype." Clarity trumps persuasion. Don't sell; say.
- IV. I don't give to websites; I give to people. And here's a clue: I dislike organizations for the same reason I dislike people. Stop begging. It's disgusting.
- V. And why is your fundraising "voice" different from your real "voice"? The people I trust don't patronize me.
- VI. In all cases, where the quality of the information is debatable, I will always resort to the quality of the source. My trust is not for sale. You need to earn it.
- VII. Dazzle me gradually: Tell me what you can't do, and I might believe you when you tell me what you can do.
- VIII. In case you still don't "get it," I don't trust you. Your copy is arrogant, your motives seem selfish, and your claims sound inflated. If you want to change how I give, first change how you communicate.

The Fundraiser's Creed (a Response)



ARTICLE ONE: We believe that people give to people, that people don't give to organizations, or from Websites; people give to people. Fundraising is not about programs; it is about relationships.

ARTICLE TWO: We believe that brand is just reputation; fundraising is just conversation, and giving is an act of trust. Trust is earned with two elements: 1) integrity and 2) effectiveness. Both demand that you put the interest of the donor first.

ARTICLE THREE: We believe that testing trumps speculation and that clarity trumps persuasion. Fundraisers need to base their decisions on honest data, and donors need to base their decisions on honest claims.

We would love to take your questions



Brian Carroll

 **@brianjcarroll**



Tim Kachuriak

 **@DigitalDonor**

Hello@NextAfter.com

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